

Streets and Environment Scrutiny Committee

Blitz Programme Update – A Cleaner Croydon

October 2024

CROYDON
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Introduction

A town centre blitz...

The cleanliness of our borough is a universal issue which affects everyone who lives, works or studies in Croydon

The Mayor's Business Plan includes a focus around making our streets cleaner so that Croydon is a place that residents and businesses can feel proud to call home.

Areas of Focus – Adaptable Approach

During each blitz, additional focused resource is deployed covering a number of different activities which includes but not limited to the following areas.

Resident /
Community
Engagement

Deep
Cleansing /
HOT SPOTS

Licensing

Parking
Enforcement

Litter Bin Audit

Gully
Cleansing

Trading
Standards

Highways /
Line Marking

Fly Tip
Removal

Graffiti
Removal

ASB

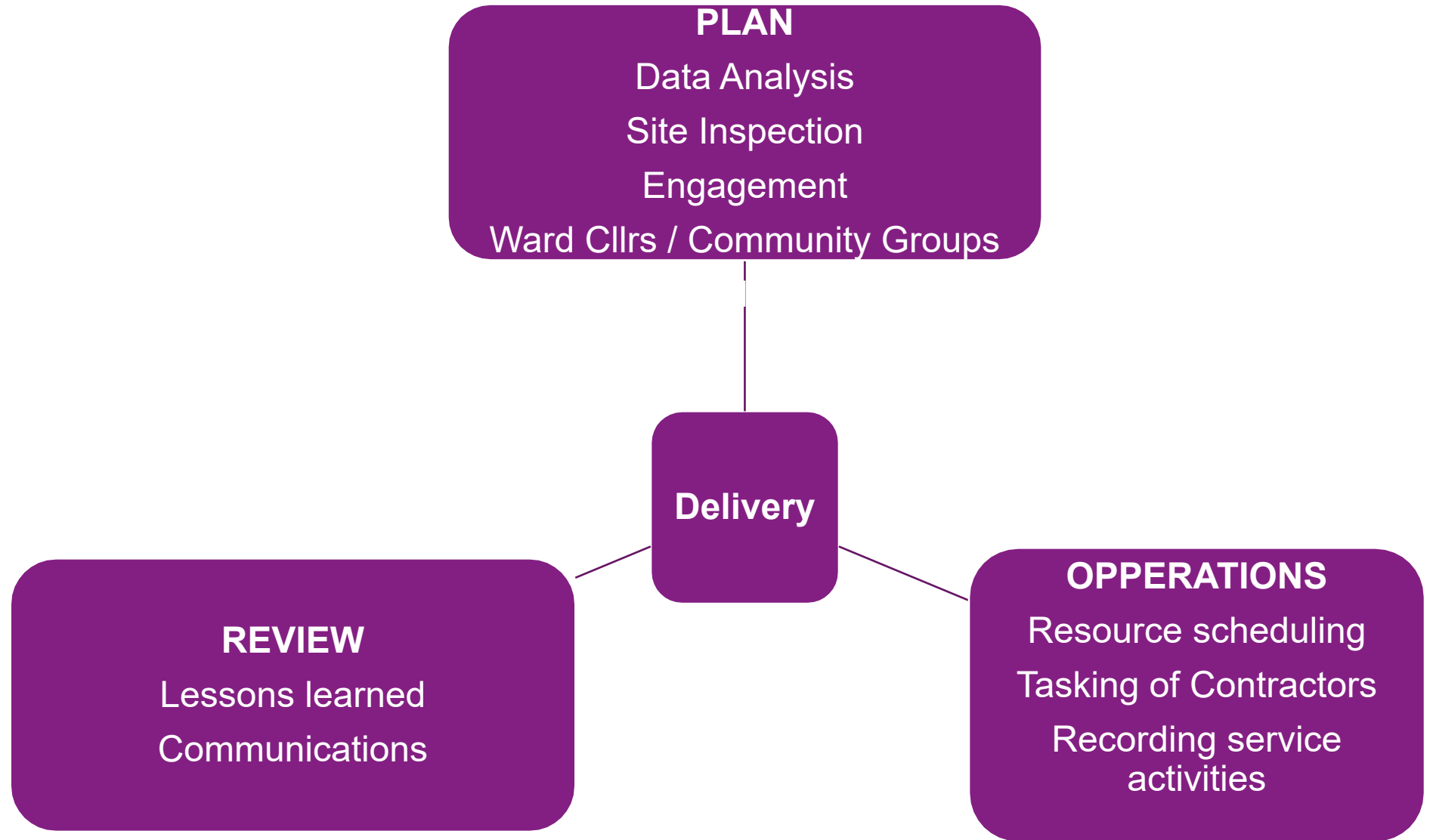
Actions to Date - Examples

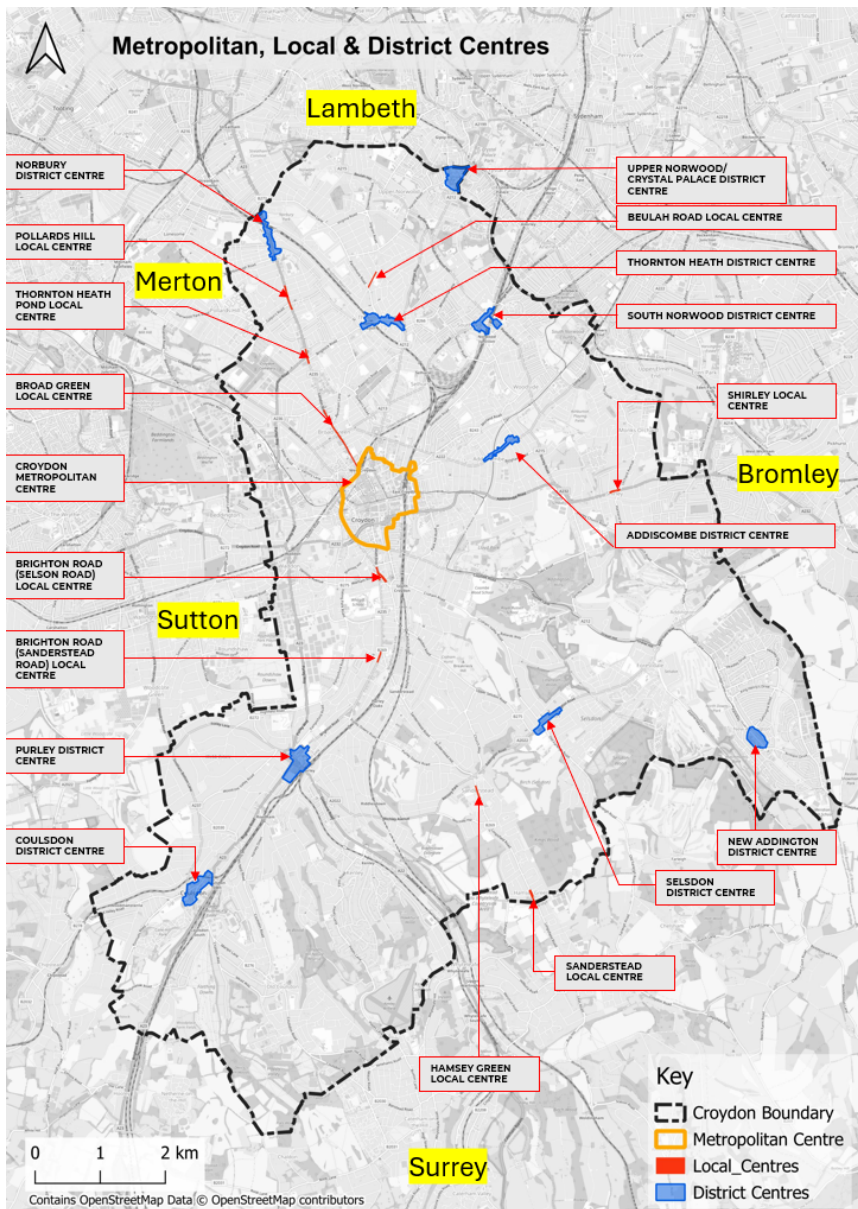
The Blitz Pilot in Norbury followed by Thornton Heath have been completed.



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Approach to delivering the BLITZ





1. New Addington
2. Addiscombe
3. Purley
4. South Norwood
5. Coulsdon
6. Crystal Palace
7. Selsdon

Local Plan District Centres

8. Croydon

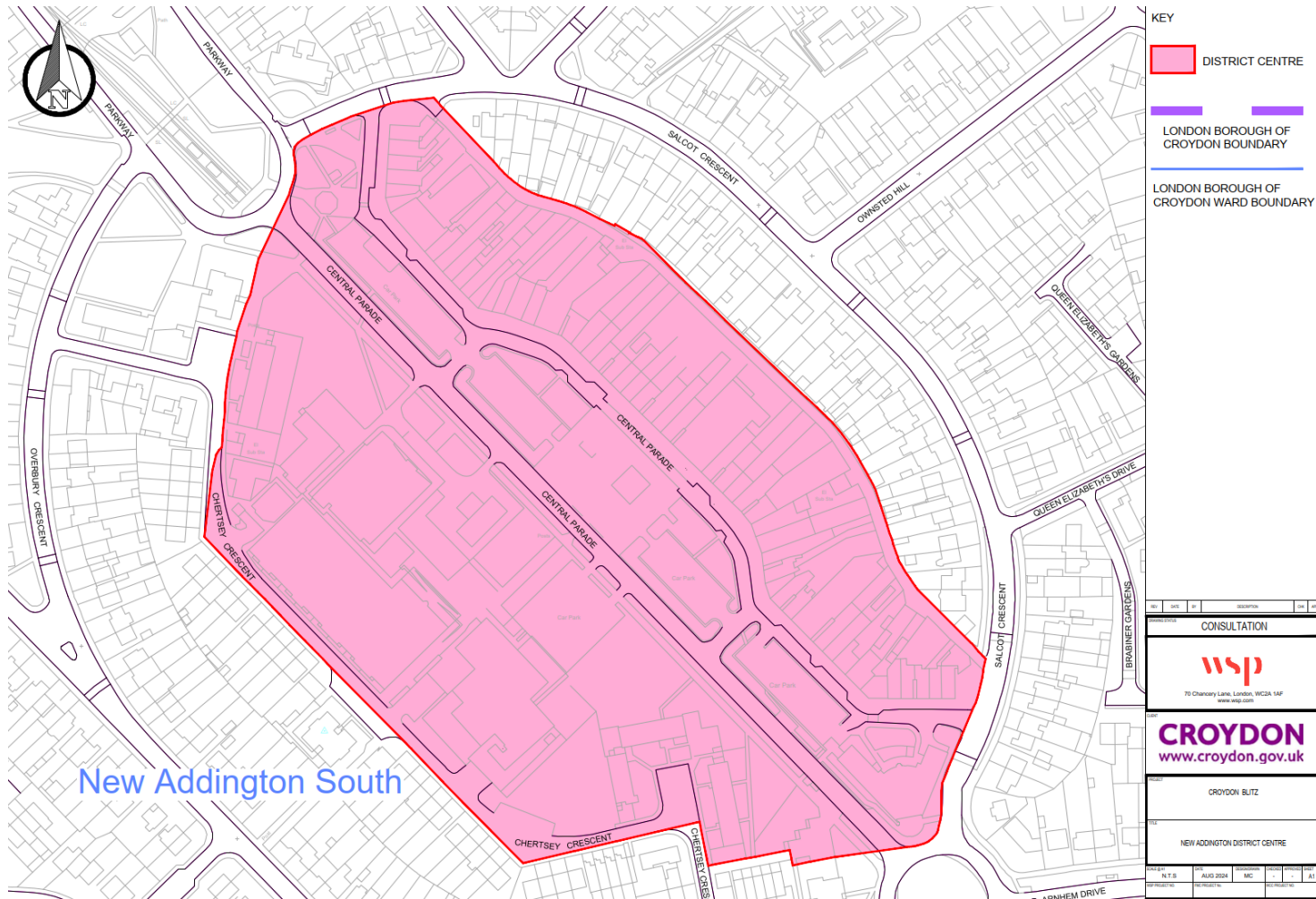
Metro Centre

9. Broad Green
10. Brighton Road/ Selsdon Road
11. Brighton Road/ Sanderstead Road
12. Shirley
13. Sanderstead Local Centre
14. Hamsey Green
15. Beulah Road
16. Thornton Heath Pond
17. Pollards Hill Local Centre

Local Plan Local Centres

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Each centre is to be limited to match the official boundaries from the Local Plan...
example below



After the Blitz...

- The Blitz is an enhanced service for a limited period, so it is vital that the communication with partners and local businesses is effective, and partners feel encouraged and empowered to support to keep Centres in a neat and tidy state going forward.
- The council will continue to work with community groups and local business to build trust and find sustainable solutions to issue relating to their business area.
- As part of the governance and programme management arrangements, lessons learned exercises will take place following each Blitz. This will be supported by future engagement initiatives in the business area including those who live above the shops
- Learning can be applied in delivery of the subsequent Blitz activities.